

SHRI
OUTLOOK 2017

THE FUTURE WAS A MINUTE AGO

**SPONSORSHIP
OPPORTUNITIES**

SHRI OUTLOOK 2017

SPONSORSHIP FOR SHRI 2017 KEY EVENTS (SHRI Outlook, HR Awards, HR Congress)

PART 1

SHRI OUTLOOK 2017	For 3 x SHRI Key Events • OUTLOOK • HR Awards • HR Congress S\$32,000 (ex GST) <i>Entitlements listed here are for SHRI Outlook 2017 only</i>	For 1 x SHRI OUTLOOK 2017 (Single Event sponsorship)	
		S\$16,000 (ex GST)	S\$8,000 (ex GST)
• 1 x Brand logo on event backdrop	✓	✓	✓
• 1 x Brand logo on Microsite	✓	✓	✓
• 1 x Brand logo on Event brochure	✓	✓	✓
• Brand logo on Marketing collaterals	✓	✓	✓
• Special mention by emcee	✓	✓	✓
• 4 x Brand logo on SHRI's event e-newsletter^ with 1 URL direct	✓ Database of 30,000 contacts	✓	✓
• 1x Brand logo on all badges	✓		
• Dedicated eDM (s)^*	✓ 3 x Dedicated eDMs*	✓ 3 x Dedicated eDMs*	✓ 1 x Dedicated eDM*
• 1 x dedicated eDM* to be sent to SHRI Outlook 2017 pre-registered delegates <i>(Art work to be provided by the sponsor and hosted on sponsor's server. eDM content must be related to event)</i>	✓ To pre-registered delegates	✓	✓
• Invitation to GOH's welcome party	✓	✓	
• 1 x Exclusive seat at GOH's table	✓		
• Conference passes to OUTLOOK	✓ 8 x Conference Passes	✓ 8 x Conference Passes	✓ 3 x Conference Passes
• Speaking opportunity at OUTLOOK	✓	✓	15 minutes speaking opportunity
• Corporate video screening <i>(Video to be provided by sponsor)</i>	✓	✓	
• Networking opportunity for your sales people and senior management at the VIP lounge	✓	✓	
• 1 x Exhibition booth with ample space for standee	✓ (Premium)	✓	
• 1 x Marketing collateral insert into delegate bag <i>(Collateral to be provided by the sponsor)</i>	✓	✓	

Note:

- 1.* Logo / Artwork to be provided by sponsor. ^To be hosted on sponsor's server.
2. Sponsorship terms are subject to change without prior notice.

SHRI OUTLOOK 2017

SPONSORSHIP FOR SHRI 2017 KEY EVENTS (SHRI Outlook, HR Awards, HR Congress)

PART 1 (Continued)

SHRI OUTLOOK 2017	For 3 x SHRI Key Events • OUTLOOK • HR Awards • HR Congress S\$32,000 (ex GST) <i>Entitlements listed here are for SHRI Outlook 2017 only</i>	For 1 x SHRI OUTLOOK 2017 (Single Event sponsorship)	
		S\$16,000 (ex GST)	S\$8,000 (ex GST)
• Delegate list <i>(Consist of name, company and designation only due to PDPA)</i>	✓	✓	✓
• Special seating arrangement <i>(at delegates' table)</i>	✓	✓	✓
• [Optional] 2 standees at the F&B networking area at SHRI Outlook <i>(Standees to be provided by the sponsor)</i>	✓	✓	
• [Optional] Corporate colour theme at the SHRI Outlook <i>(additional costs of set up to be borne by sponsor)</i>	✓	✓	
• [Optional] Opportunity for customised cocktail reception with selected invitation guest list by the sponsor <i>(additional cost to be borne by the sponsor)</i>	✓	✓	
• [Optional] Opportunity for co-organisation of post-event conference with SHRI <i>(Event model to be discussed and agreed by both parties)</i>	✓	✓	✓

Note:

- 1.* Logo / Artwork to be provided by sponsor. ^To be hosted on sponsor's server.
2. Sponsorship terms are subject to change without prior notice.

SHRI OUTLOOK 2017

SPONSORSHIP FOR 3 IN 1 (SHRI Outlook, HR Awards, HR Congress) - S\$32,000 Package

PART 2

SHRI
OUTLOOK 2017

For 3 x SHRI Key Events

- OUTLOOK
- HR Awards
- HR Congress

S\$32,000

(ex GST)

SHRI OUTLOOK 2017

- Acknowledgement of corporate identity on all event badges
- 8 x passes to attend the SHRI Outlook
- Speaking opportunity at SHRI Outlook (*Speaker and topic to be approved by SHRI's mgmt*)
- Corporate video screening (*Video to be provided by the sponsor*)
- Networking opportunity for your sales people and senior management at the VIP lounge
- Special seating arrangement at delegates' table
- Premium exhibition booth with ample space for standee
- 1 x marketing collateral insert into delegate bag
- 1 dedicated eDM to be sent to SHRI Outlook 2017 pre-registered delegates
(*Art work to be provided by the sponsor and hosted on sponsor's server. eDM content must be related to event*)
- Delegate list (*Consist of name, company and designation only due to PDPA*)
- **[Optional]** 2 standees at the F&B networking area at SHRI Outlook (*Standees to be provided by the sponsor*)
- **[Optional]** Opportunity for co-organisation of post-event conference with SHRI
(*Event model to be discussed and agreed by both parties*)

HR AWARDS 2017 (14 JULY 2017)

- 1 table at the HR Awards
- Invitation to give out Awards plaques
- 1 dedicated eDM to be sent to HR Awards participating companies contact
(*Art work to be provided by the sponsor and hosted on sponsor's server*)

HR CONGRESS (LIKELY IN LATE OCT OR EARLY NOV)

- 5 x passes to attend the SHRI Outlook
- Corporate video screening (Video to be provided by the sponsor)
- Networking opportunity for your sales people and senior management
- 1 x exhibition booth with ample space for standee
- 1 x marketing collateral insert into delegate bag (*Collateral to be provided by the sponsor*)
- 1 x dedicated eDM to be sent to SHRI Outlook 2017 pre-registered delegates
(*Art work to be provided by the sponsor and hosted on sponsor's server. eDM content must be related to event*)
- Delegate list (*Consist of name, company and designation only due to PDPA*)
- **[Optional]** Speaking opportunity at HR Congress (*Speaker and topic to be approved by SHRI's mgmt*)
- **[Optional]** Opportunity for co-organisation of post-event conference with SHRI
(*Event model to be discussed and agreed by both parties*)

Note:

1. All optional items are excluded from the cost of sponsorship
- 2.* Logo / Artwork to be provided by sponsor. ^To be hosted on sponsor's server.
3. Sponsorship terms are subject to change without prior notice.

SHRI OUTLOOK 2017

SPONSORSHIP FOR SHRI 2017 KEY EVENTS (SHRI Outlook, HR Awards, HR Congress) tiered sponsorship (Ex GST)

SHRI OUTLOOK 2017	For 1 x SHRI OUTLOOK 2017 (Single Event sponsorship)	
	S\$6,000 (ex GST)	S\$4,000 (ex GST)
• 1 x Brand logo on event backdrop	✓	✓
• 1 x Brand logo on Microsite	✓	✓
• 1 x Brand logo on Event brochure	✓	✓
• Brand logo on Marketing collaterals	✓	✓
• Brand logo on SHRI's event e-newsletter [^] with 1 URL direct	✓	✓
• 2 x Conference passes to OUTLOOK	✓	✓
• Speaking opportunity at OUTLOOK (15 minutes)	✓	
• Exhibition booth with ample space for standee	✓	✓
• 1 x Marketing collateral insert into delegate bag (Printed insert to be provided by sponsor)	✓	✓
• Delegate list (Consist of name, company and delegated only due to PDPA)	✓	✓
OPTIONAL		
• Opportunity to co-organisation of post-event activity at SHRI's #SocialHR (Event model to be agreed by both parties)	✓	

Note:

1. All optional items are excluded from the cost of sponsorship
- 2.* Logo / Artwork to be provided by sponsor. [^]To be hosted on sponsor's server.
3. As part of the programme, each speaker will be provided 20 minutes air time to speak on "People Catalyst" of "Workplace or Workforce Disruptors".
4. Sponsorship terms are subject to change without prior notice.

SHRI OUTLOOK 2017

EXCLUSIVE SPONSORSHIP ADD-ONS *(1 Sponsor per category only)*

LANYARDS (EXCLUSIVE SPONSORSHIP) (\$1200)

- To co-exist with SHRI's logo
- Design subject to the SHRI's approval

CONFERENCE BAGS (EXCLUSIVE SPONSORSHIP) (\$1500)

- To co-exist with SHRI's logo
- Design subject to the SHRI's approval

CONFERENCE GIFT (EXCLUSIVE SPONSORSHIP) (\$1000)

- Gift must be of at least \$6 value
- Gift subject to the SHRI's approval

TEA BREAK SPONSOR (2 OPPORTUNITIES AVAILABLE) (\$10,000)

Presentation by Sponsor at the foyer area

- 4 standees and 2 marketing collaterals are allowed to put up at the foyer area
- Standees and marketing collaterals are to be provided by the Sponsor
- Sponsor is to submit design layout for SHRI's approval

LUNCH SPONSOR (\$10,000)

Presentation by Sponsor at the foyer area

- 4 standees and 2 marketing collaterals are allowed to put up at the foyer area
- Standees and marketing collaterals are to be provided by the Sponsor
- Sponsor is to submit design layout for SHRI's approval

DEDICATED EDM TO EVENT ATTENDEES (\$450)

- 1 dedicated eDM to be sent to SHRI Outlook 2017 pre-registered delegates
- Art work to be provided by the sponsor and hosted on sponsor's server
- eDM content must be related to event

RUN-OF-PAGE FULL PAGE FULL COLOUR ADVERTISEMENT IN DELEGATE BOOK (\$1200)

- Art work to be provided by the sponsor

BACK COVER FULL PAGE FULL COLOUR ADVERTISEMENT IN DELEGATE BOOK (\$1800)

- Art work to be provided by the sponsor

INSIDE BACK COVER FULL PAGE FULL COLOUR ADVERTISEMENT IN DELEGATE BOOK (\$1600)

- Art work to be provided by the sponsor

Note:

1. Sponsorship terms are subject to change without prior notice.

SHRI OUTLOOK 2017

SPONSORSHIP VISUALS



A5 Conference Brochure



Conference Tags

SHRI OUTLOOK 2017

SPONSORSHIP VISUALS



Stage Design
(For illustration purpose only)



Pull Up Banner
85 x 200cm

SHRI OUTLOOK 2017

SPONSORSHIP VISUALS



Table Tentcard (For Sponsors)



Table Tentcard (For Supporting Partners)



Website



Registration Website

SHRI OUTLOOK 2017

SPONSORSHIP VISUALS



Stage Design
(For illustration purpose only)

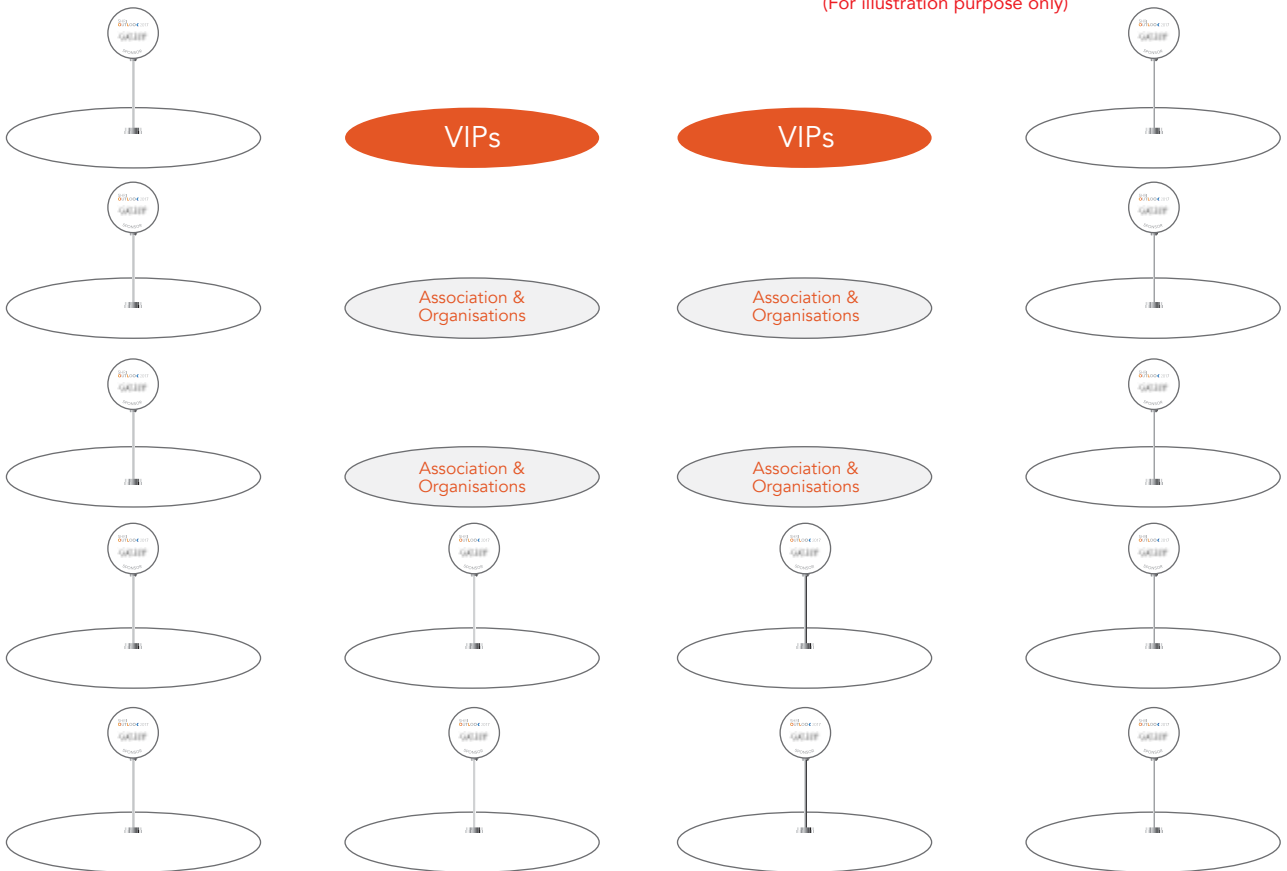


Table Layout (Sponsor's Brand Logo on Tent card)
Subjected to change without prior notice

SHRI OUTLOOK 2017

ABOUT SINGAPORE HUMAN RESOURCES INSTITUTE (SHRI)



Established in 1965, SHRI is Singapore's leading, professional HR body, representing a strong network of members, comprising individuals and organisations across diverse industries. SHRI has been the trendsetter, creating benchmarks in standards of best HR practices with core initiatives such as: The Singapore HR Awards, Singapore's HR Accreditation Framework, The Singapore HR Congress and Business-Connect Exposition, the National Workplace Happiness Survey and The Singapore HR Challenge for post-secondary and tertiary institutions. In 2015, SHRI celebrated 50 years of Powering Human Capital in Singapore.

The Institute's Chinese name has been changed to 新加坡人力资源协会 to better reflect the core business of SHRI as a member-based organisation. SHRI's views are valued and quoted regularly in the local media. For more information, please visit www.shri.org.sg.

CONTACT & MEDIA ENQUIRIES

For enquiries and nomination, please contact:

CHERYL WONG (*For Sponsorship*)

Email: cheryl@shri.org.sg

Contact: 6438 0012

NAZZER (*For Speaking Opportunities*)

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JULIA CHUA (*For Conference Invites*)

Email: julia@shri.org.sg

SAMREEN JABEEN (*For Media Interviews & Media Invite*)

Email: samreen@shri.org.sg

KAREN CHAN (*For Digital Marketing*)

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